



Downtown Hampton Development Partnership



Hampton, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Downtown Hampton

"We are a Business Improvement District. We promote downtown as a tourist attraction."

Green Statement: We went green "to help save the environment and become a role model for other downtown businesses."

CORE ACTIVITIES for all *Virginia Green Travel Organizations*

☑ This symbol indicates a required activity for Virginia Green Lodging facilities. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Travel Org** can expect the following practices:

☑ **Support Virginia Green.** Pledge to promote the efforts of Virginia Green to your clients, members and staff and encourage them to join or do business with Virginia Green participants. This partner organization pledges that they:

- Encourage clients who are in the tourism industry to join Virginia Green.
- Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
- Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.
- Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- Send out emails or mailers to their membership about Virginia Green.
- Made an official Virginia Green Endorsement of some kind through their Board or other Committee to support Virginia Green.
- Set a goal for recruiting their member facilities.
- Include a Virginia Green feature in their newsletter or other publication.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☑ **Green Meetings and Conferences.** Provide recycling and make an effort to reduce the use of Styrofoam and other disposables at meetings and conferences. This partner pledges that they:

- Minimize copying and always make 2-sided copies
- Have eliminated the use of Styrofoam cups and plates; instead they use actual mugs.
- Use silverware instead of plastic utensils.

- Purchase disposable plates/cups/utensils that are made from biodegradable materials
- Use non-bleached napkins or maintain a supply of cloth napkins.
- Serve water in pitchers and glassware instead of bottles
- Avoid box lunches – trays/platters of food are much less wasteful.

☒ **Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Use high efficiency hand dryers
- Purchase recycled-content paper towels and toilet paper
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Minimize the use of pesticides and herbicides
- Use a nutrient management plan that minimizes the use of fertilizers
- Use integrated pest management (IPM)

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have high efficiency dishwashers
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan
- Have an effective stormwater management plan

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs
 - high efficiency fluorescent ballasts and lamps (T5s and T8s)
 - ceiling fans
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have installed additional insulation
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation

For more information on **Downtown Hampton Development Partnership**, see www.downtownhampton.com or contact **Sherry Spring** at sherry@downtownhampton.com or **757-727-1271**.

For more information on *Virginia Green* program, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

